A Greater Madison Vision

how we grow matters

Yahara WINs Group Meeting

September 11, 2018

Mike Rupiper, PE, ENV SP
Director of Environmental Resources Planning
“The regional planning commission shall have the function and duty of making and adopting a master plan for the physical development of the region.”

- Wisc. Stat. 66.0309(9)
DANE COUNTY

LAND USE AND TRANSPORTATION PLAN

A Part of the Regional Master Plan
for
Dane County

Adopted

June 26, 1997

by the
Dane County Regional Planning Commission
217 South Hamilton Street, Suite 403
Madison, Wisconsin 53703
MISSION

Develop a shared vision and plan to guide public and private decisions about how the region grows, to foster exceptional quality of life, economic opportunities, and a healthy environment for all.
Regional Visioning

- A national revolution in “scale appropriate” problem solving
- Empowers regions to enhance quality of life and successfully compete in the new global paradigm
Values Survey

High importance for vision/long range plan

Importance of Having a Vision/Long Range Plan for Growth
Top 2 Box (Extremely/Very Important)

Performance Rating of Greater Madison Region on Planning and Preparing for Growth

- Poor: 8%
- Fair: 46%
- Good: 43%
- Excellent: 3%

How important is it that this region have a vision or a long range plan to deal with growth and make the quality of life in the region better?
How would you rate the performance of Greater Madison region when it comes to planning and preparing for growth in the region?
A Greater Madison Vision

REGIONAL BASELINE ASSESSMENT

Dane County Population Growth, 1970-2040

- Observed Trend
- Projection

- Rural Areas
- Outlying Cities and Villages
- Central Urban Area

Source: Dane County Land Use and Transportation Plan, RIDA 2013 Population Projections

TRENDS

HOUSING

Region projected to add more than 157,000 new residents by 2050

Growth has been rapid in outlying cities and villages, steady in the central urban area, and slow in rural towns

People of color were responsible for nearly 50 percent of Dane County’s population growth since 1990

62 percent increase expected in population 60 years and older; only a 6 percent increase in population of prime working age (25-59)

Race and Ethnicity in Dane County, 1990-2014

Household size will continue to drop, as young families have fewer children than in the past and older adults continue to live in their communities

New multifamily housing units increasingly likely to be found in central urban area, while outlying communities build single-family homes at faster rate
Madison grew more than any other city in the state from 2015 to 2016

Madison, Fitchburg, Sun Prairie and Verona were among the top 10 largest population gainers for all Wisconsin cities and villages

Dane County population was 531,273 in 2016 – exceeding population projected by DOA for 2020
Regional Challenge: Getting where we need to go on time
Regional Challenge:
Managing housing and infrastructure costs
Regional Challenge:
Access to good jobs and skilled workers
Regional Challenge:
Preserving healthy farm economy
Regional Challenge: Protecting nature and outdoor enjoyment
Regional Challenge:
Coordination among municipalities
39 presentations
20 workshops
9 events
1,100 people engaged
Driving Forces of Future Change Workshop
October 2017 Steering Committee Meeting
BEGIN THE SURVEY

What are your priorities?

Step 1: In this section you will rank the importance of the following four types of change.

Which of these changes should receive the most consideration when dividing resources such as time, money or influence? Drag the one you think is most important to the top, and rank the others under it. (You may also click on the arrows to move each change up or down in importance.)

Throughout the survey the Fast Facts links provide more information.

POPULATION
Doubling of the aging population; increasing racial and ethnic diversity; changing housing and living preferences FAST FACTS

SOCIETY
Less social cohesion across the state and country; less capacity for government to solve problems; reduced state and federal funding to local communities FAST FACTS

ENVIRONMENTAL CHANGES
Climate change; water pollution; groundwater reduction FAST FACTS

TECHNOLOGY
Driverless cars; job automation; artificial intelligence; ecommerce expansion FAST FACTS
YOUR PREFERRED GROWTH OPTION

The growth option selected below most closely reflects your survey selections. If you agree, you're ready to move on. If you would like to change your selection, do so now.

COMMUNITY
- Cost/Household: -$327
- Miles Driven/House: -481
- Road, Fire, EMS: $1.3 billion
- Ag Land Consumed: 11k
Selected

INNOVATION
- Cost/Household: -$1,277
- Miles Driven/House: -1208
- Road, Fire, EMS: $911 million
- Ag Land Consumed: 5.6k
Select

SELF-RELIANCE
- Cost/Household: $964
- Miles Driven/House: 652
- Road, Fire, EMS: $1.7 billion
- Ag Land Consumed: 19.3k
Select

CONSERVATION
- Cost/Household: $170
- Miles Driven/House: 37
- Road, Fire, EMS: $1.2 billion
- Ag Land Consumed: 16k
Select
Vision and Plan

Vision: selected story and picture
Plan: Interventions required to achieve vision

Regional Plans

Local Plans

Steering Committee Champions

Investments

Desired Outcomes
Ways You Can Help

✓ Spread the word
✓ Follow on social media
✓ Encourage people to take scenario survey
Take the survey online between September 12 and November 12, 2018 to choose among alternative futures for the region.

greatermadisonvision.com

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CHOOSE AMONG THIS REGION’S ALTERNATIVE FUTURES